

providing a web site for receiving requests from users for incentives for dining at one or more user selected restaurants, the request including one or more user specified dining parameters;

processing the one or more incentive requests to ^{dynamically} determine for an individual user whether incentives should be provided to the user, the determination being made based on at least the user specified dining parameters and one or more restaurant specified business rules;

providing a response to the user indicating if any incentives are being offered to the user by the one or more restaurants; and

receiving at the web site a selection from the user for an incentive.

2. The method of claim 1 wherein [the step of receiving requests from users comprises receiving a request along with] the one or more dining parameters comprise a time frame when a user intends to dine and a minimum amount of money a user is willing to spend.

3. The method of claim 1 [2] wherein the dining parameters comprises when the user intends to dine.

4. The method of claim 1 [2] wherein the dining parameters comprises a minimum amount the user is willing to spend.

5. The method of claim 4 wherein the dining parameters include a time frame when a user intends to dine and the step of processing the incentive requests further comprises using [the step of applying one or more restaurant defined rules to the request and dining parameters] information on available capacity during the user specified time frame.

25. A system for enabling one or more users to request incentives to dine at one or more user selected restaurants, the system comprising:

a web site for receiving requests from users for incentives for dining at one or more user selected restaurants, the request including one or more user specified dining parameters;

a processor for processing the one or more incentive requests to ^{algorithm} determine for an individual user whether incentives should be provided to the user, the determination being based on at least the user specified dining parameters and one or more restaurant specified business rules;

a response means for providing a response to the user indicating if any incentives are being offered to the user by the one or more restaurants; and

a receiving means for receiving at the web site a selection from the user for an incentive.

26. The system of claim 25 wherein the requests comprises one or more dining parameters, including a time frame when the user intends to dine and a minimum amount of money a user is willing to spend.

27. The system of claim 25 [26] wherein the dining parameters comprises when the user intends to dine.

28. The system of claim 25 [26] wherein the dining parameters comprise a minimum amount the user is willing to spend.

29. The system of claim 28 wherein the dining parameters include a time frame when the user intends to dine and the processor for processing the incentive requests further comprises means for [applying one or more restaurant defined rules to the request and dining parameters] obtaining information on available capacity during the user specified time frame.